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ABSTRACT

The course outline has been prepared as a guide to help the students gain mastery in the proper brush techniques required for efficiency in brush lettering. The student is first given an orientation to the materials and equipment used, and the preparation of tempera paints for brush lettering. After this introduction, the student is guided through a series of brush techniques, by brush stroking, to show the various modes of lettering. The student is shown by demonstration, instruction, and practice, how to achieve these skills. Forty-five hours in length, the course consists of eight instructional blocks. Brush techniques taught include brush striping, loaded brush uses, semi-loaded brush methods, and dry brush technique. A bibliography lists basic references and a post-test sample concludes the course description. (MW)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

Course Outline
COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Brush Lettering I)
Department 48 - Quin 9183.05

DADE COUNTY PUBLIC SCHOOLS
DIVISION OF INSTRUCTION • 1973

ED 097457

D A D E C O U N T Y P U B L I C S C H O O L S

1 4 5 0 N O R T H E A S T S E C O N D A V E N U E

M I A M I, F L O R I D A 33132

Course Outline

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Brush Lettering I)

Department 48 - Ouin 9183.05

county office of

VOCATIONAL AND ADULT EDUCATION

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Dr. E. L. Wh.gham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description

9183	48	9183.05	Brush Lettering I
State Category Number	County Dept. Number	County Course Number	Course Title

During this one quinmester course the student will learn the proper method of brush stroking for lettering, and the proper method of paletting the brush. The student will demonstrate an understanding of materials and equipment used in Brush Lettering and also the proper method of holding the brush.

Indicators of Success: Prior to entry into this course, the student will display mastery in the skills of nature of color technology.

Clock Hours: 45

PREFACE

The following quinmester course outline has been prepared as a guide to help the student gain mastery in the proper brush techniques required for efficiency in brush lettering.

The student is first given an orientation to the materials and equipment used, and the preparation of tempera paints for brush lettering. After this introduction, the student is guided through a series of brush techniques, by brush stroking, to show the various modes of lettering. The student is shown by demonstration, instruction and practice, how to achieve these skills.

This outline consists of eight blocks of instruction which are subdivided into several units each. In presenting the skill outlined in this course, the instructor uses the lecture and demonstration methods of instruction, with active participation and practice by the students. This course is 45 hours in length.

On the last page of the outline is found a bibliography which lists the basic references used throughout the course.

This outline was developed through the cooperative efforts of the instructional and supervisory personnel, the Quinmester Advisory Committee and the Vocational Curriculum Materials Service, and has been approved by the Dade County Vocational Curriculum Committee.

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with Suggested Hourly Breakdown

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Discussion of Objectives	1
Methods of Instruction Employed	1
II. EQUIPMENT AND MATERIALS (3 Hours)	
Description and Examination of Materials	1
Preparation of Materials	1
III. BRUSH STROKING PRACTICE (7 Hours)	
Brush Techniques	1
Practice of Brush Strokes	1
IV. BRUSH STRIPING (7 Hours)	
Techniques and Methods Used	1
Uses and Varieties of Striping	2
V. LOADED BRUSH PRACTICE (7 Hours)	
Techniques and Methods Used	2
Uses	2
VI. SEMILOADED BRUSH PRACTICE (7 Hours)	
Techniques and Methods Used	2
Uses	2
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Techniques and Methods Used	2
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GOALS

The commercial and advertising art student must be able to:

1. Exhibit an understanding of the skills, manipulative practices, and technical information needed to acquire and hold a position in the field of advertising arts.

2. Demonstrate the need for accuracy, neatness, and visualization in the commercial and advertising arts field.

3. Develop good work habits and pride in achievement.

4. Exhibit the proper use and care of the tools and materials of the profession, and their relationship to precision work.

5. Learn the many categories of the commercial and advertising arts, so that he may gain a broad knowledge of the field.

6. Instill in one's self an atmosphere of creative excitement toward meaningful commercial and advertising art goals.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - INTRODUCTION TO BRUSH LETTERING

The student must be able to:

1. Correctly identify in writing three types of brush lettering.
2. Correctly identify the three brush holding techniques for brush lettering.
3. Demonstrate the procedures necessary for care and storage of brushes.

BLOCK II - EQUIPMENT AND MATERIALS

The student must be able to:

1. Correctly describe the materials and equipment used in brush lettering.
2. Demonstrate proper mixing procedures and paletting techniques.

BLOCK III - BRUSH STROKING PRACTICE

The student must be able to:

1. Perform by demonstration the correct finger, arm and wrist movements involved in the vertical, horizontal, diagonal and curved stroke practice.

BLOCK IV - BRUSH STRIPING

The student must be able to:

1. State the uses of the mahl, yardstick, T-square and bridge as used for the striping techniques.
2. Demonstrate striping procedures.

BLOCK V - LOADED BRUSH PRACTICE

The student must be able to:

1. Explain in writing the techniques and methods of loaded brush.
2. Demonstrate the uses of these techniques.

BLOCK VI - SEMILOADED BRUSH PRACTICE

The student must be able to:

1. Demonstrate the techniques and methods of semiloaded brush.
2. Explain orally the uses of these techniques.

BLOCK VII - DRY BRUSH PRACTICE

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The student must be able to:

1. Perform the techniques and methods of dry brush.
2. Explain orally the uses of these techniques.

BLOCK VIII - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the quinmester post-test.

Course Outline BEST COPY AVAILABLE

COMMERCIAL AND ADVERTISING ART - BASIC - 9183
(Brush Lettering I)

Department 48 - Ouin 9183.05

I. INTRODUCTION TO BRUSH LETTERING

A. Discussion of Objectives
1. Student benefits
a. According to individual ambitions
b. Dependent on own abilities
2. Benefits derived by students
a. Independence
b. Security

B. Methods of Instruction Employed
1. Lecture
2. Demonstration
3. Visual aids

II. EQUIPMENT AND MATERIALS

A. Description and Examination of Materials
1. Nomenclature and identification
2. Use of materials

B. Preparation of Materials
1. Material (paint) demonstration
a. Palletting
b. Use of glycerin
c. Use of gum arabic
d. Use of water

III. BRUSH STROKING PRACTICE

A. Brush Techniques
1. Finger movements
2. Wrist movements
3. Arm movements

B. Practice of Brush Strokes
1. Vertical strokes
2. Horizontal strokes
3. Diagonal strokes
4. Curved strokes

IV. BRUSH STRIPING

A. Techniques and Methods Used

1. Maul stick striping practice
2. Yardstick striping practice
3. T-Square striping practice
4. Bridge striping practice

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B. Uses and Varieties of Striping
1. Borders
2. Letter outlining
3. Space fillers

V. LOADED BRUSH PRACTICE

A. Techniques and Methods Used
1. Blunt end loads
2. Treestyle load

B. Uses
1. Freestyle alphabets
2. Card style alphabets

VI. SEMILOADED BRUSH PRACTICE

A. Techniques and Methods Used
1. Average work
2. Regular load

B. Uses
1. Most alphabet styles
2. Illustration techniques

VII. DRY BRUSH PRACTICE

A. Techniques and Methods Used

B. Specific Uses
1. Illustration
2. Novelty styles

VIII. QUINMESTER POST-TEST

BIBLIOGRAPHY
(Brush Lettering I)

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APPENDIX

Quinmester Post-Test Sample

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QUINMESTER POST-TEST

Name _____ Date _____ Score _____

True-False Test Items

Each of the following statements is either true or false. If the statement is true, draw a circle around the letter T following it; if the statement is false, draw a circle around the F. If a statement is false in part, it is entirely false.

1. The best lettering brushes for tempera colors are made of red sable hair. T F
2. Good lettering brushes are round tipped. T F
3. All lettering brushes used in tempera colors have round ferrules. T F
4. The position of the brush hand when lettering, is directly in front of the eyes. T F
5. When pulling a vertical brush stroke, the handle of the brush is vertical in relation to the table. T F
6. Glycerin is used to speed up the drying of the poster color. T F
7. Gum arabic solution is used as a binder in tempera colors. T F
8. The elbow is practically a pivot when drawing a horizontal brush stroke. T F
9. When "pulling" a horizontal stripe, using a yardstick, the yardstick touches the work being striped. T F
10. The "free-style" and casual alphabets are best lettered with a loaded brush. T F

ANSWER KEY TO QUINMESTER POST TEST

1. True
2. False
3. False
4. False
5. True
6. False
7. True
8. True
9. False
10. True